

September 24, 2014

Mr. Tom Wheeler

Chairman

Federal Communications Commission

445 12th Street SW

Washington, DC 20554

Re: MB Docket No. 14-57: Comcast Corp. and Time Warner Cable Inc. Merger

Dear Chairman Wheeler

As the Chief Marketing Officer of BMI Elite, I write to express our company's support for the proposed transaction involving Comcast and Time Warner Cable ("TWC").

BMI ELITE is a full service marketing agency based in Boca Raton, Florida. Our agency specializes in business solutions and digital engagement and is an industry leader in performance based marketing initiatives. We are fueled by a passion to create purposeful online advertising, superior branding and the best marketing strategies possible.

Comcast Spotlight has been a great business partner, offering our clients research and locally-zoned local cable television advertising placements that help reached targeted customers. For many of our clients, these local cable spot buys are much more cost-effective ways than placing ads on local broadcast stations, which are carried on a DMA-wide basis.

At BMI Elite, we are particularly excited about the promise the Comcast and TWC merger holds for advanced advertising services, including dynamic ad insertion ("DAI") in video on demand and online content. DAI replaces static ads from original programming and inserts new, tailored ads in "real time" separate from the programming stream. This allows our clients to reach the quickly growing number of consumers who don't watch television shows when they originally air but instead order them for viewing later over IP-enabled devices. The merger will enable Comcast to invest in more DAI technologies and to offer them across a wider customer base, helping defray these costs for Comcast while also making DAI a more attractive option for advertisers from the greater number of viewers they can reach. As an industry leader in offering our clients purposeful online advertising, these enhanced DAI capabilities will be a huge benefit for BMI Elite.

The merger will also support Comcast Spotlight's innovation in addressable advertising technologies, which use household demographics and other information to provide hyper-targeted local ad placements. This too will be great for local advertisers, making their local cable spot buys even more cost-effective. And it will help firms like BMI Elite offer the best marketing strategies for clients in today's highly competitive advertising marketplace.

We hope the Commission will act promptly to approve the merger, and appreciate this opportunity to express our strong support for it.

A handwritten signature in blue ink, appearing to read "Fred Zuckerman", with a stylized, flowing script.

Fred Zuckerman

Chief Marketing Officer

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